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July 10, 2008

Marlene H. Dortch  
Secretary  
Federal Communications Commission  
445 Twelfth Street, SW  
Washington, DC 20554

**RE: DTV.gov Transition Partner Status Report  
MB Docket No. 07-148**

Dear Ms. Dortch:

On behalf of CBS Corporation, I am pleased to submit the following report on the consumer education efforts of the CBS Television Network and of the Showtime Networks, both of which are DTV.gov Transition Partners.

**CBS Television Network**

CBS Television Network has been the nation's leader in High Definition Digital Television. Eleven years ago, in 1997, CBS's owned and operated New York station, WCBS-TV, launched its digital over-the-air television service. A year later, the CBS Television Network aired three NFL games in HD, as well as John Glenn's return to space and the Winter Olympic Games in Nagano, Japan. By the 1999-2000 season, a full decade before the scheduled analog turn-off date, CBS provided all of its prime-time dramas and comedies and NCAA football games in HD. Today, almost all of the CBS Network programming is transmitted in High Definition and CBS's own stations in New York, Philadelphia, San Francisco, Los Angeles and Chicago produce their local news in HD.

With this history and commitment to digital, CBS Television Network, along with its 29 owned and operated stations, is motivated to ensure that America's viewers can access this technology and continue to receive all of our digital entertainment, sports and news programming for free, over the air, and without interruption. To that end, in addition to the education initiatives of each CBS owned and operated television station summarized in their Form 388 reports, the CBS Network is assisting all of its affiliates around the

country with their DTV transition education efforts. Specifically, the Network is committed to running the following: (1) one 30-second or two 15-second PSA(s) per week in primetime (Monday through Saturday, 8 -- 11 PM, and Sunday 7 -- 11 PM ET/PT); (2) one 30-second PSA per week in "The Early Show"; and (3) six crawls per week, with two in primetime and four in other Network dayparts, which will direct viewers to a DTV transition information website that explains the transition and what viewers need to do before February 17, 2009.

#### CW Network

In 2004, the UPN Television Network began to offer High Definition for the majority of its prime time programming. With the integration of the WB and UPN Networks in 2006, CBS and Warner Brothers formed the CW Network and from the inception it has been broadcasting over 70% of its prime time content in High Definition Television.

#### Showtime Networks

Showtime Networks (SNI) is and has been a digital television transition partner in the truest sense. It has provided digital programming, including HD, since 2000. Today, all 26 feeds of SNI's premium program services, Showtime, The Movie Channel and FLIX, are available today ONLY in digital. Each month, SNI offers consumers critically acclaimed original series and other programming, such as documentaries, theatrical motion pictures and sporting events, via its 22 standard definition and 4 high definition feeds, all in digital. Only digital television customers can access SNI's award-winning dramatic and comedy series, including *Dexter*, *Californication*, *The Tudors*, *Weeds*, *Brotherhood* and *The L Word*, all of which are both filmed and transmitted in high definition. In addition to a high quality digital picture, all 26 SNI feeds feature the benefits of Dolby Digital 5.1 sound.

With additional offerings such as Showtime On Demand, The Movie Channel On Demand, FLIX On Demand and Showtime HD On Demand, as well as several multiplexed versions of Showtime and The Movie Channel, SNI enhances viewer options and convenience for, and makes available its entire compelling array of digital features to, only those customers who have made the move to digital television.

Please do not hesitate to contact me if you need additional information.

Sincerely,



cc: Catherine Seidel  
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